



Allison Gober is a seasoned Visual Problem Solver from the Pacific Northwest. She specializes in transforming complex user needs into visual stunning and user-friendly interfaces. She values minimalistic, simple, and functional design concepts that connect emotionally and physically to the user's experience.

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## SKILLS + SOFTWARE

**User Experience and User Interface Design (UX/UI), Figma Prototyping for Apps, Sketch, Wireframing, Responsive Front End Web Design Platforms: Word Press, Squarespace, Wix Typography, Layout, Design Systems utilizing Grids, Composition, Color Theory, Digital Marketing, Email Advertisement, Presentation Design, Microsoft Office, Google Workspace Adobe Suite: Adobe XD, Illustrator, Photoshop, InDesign, and Acrobat**

## EXPERIENCE

AUG. 2013  
PRESENT

### **FREELANCE GRAPHIC DESIGNER ALLISON GOBER DESIGNS, REMOTE**

*Specialized in UX/UI design, crafted intuitive and visually appealing digital experiences that engaged and captivated users. Established and maintained unified brand identities that resonated deeply with target audiences, particularly in the field of digital marketing and advertising. Developed expertise in creating layouts aimed at maximizing user engagement, showcasing a demonstrated ability to generate visually captivating and effective design solutions spanning a broad spectrum of projects and industries.*

JUNE 2015  
JULY 2016

### **CONTRACT GRAPHIC DESIGNER WATTS MEDIA, SEATTLE, WA**

*Contracted for a specific project utilizing Microsoft PowerPoint to craft a compelling presentation "pitch deck" for the client, Colombia Pacific Wealth Management. Additionally, designed business cards and various print collateral materials, aligning them seamlessly with the pre-existing branding guidelines. My role also involved collaborating closely with the in-house Watts Media Design team to ensure the successful execution of branding elements throughout the projects.*

APR. 2014  
AUG. 2014

### **GRAPHIC DESIGN INTERN NEXT ADVENTURE, PORTLAND, OR**

*Worked on a diverse range of projects, spanning from logo design and comprehensive branding campaigns to the creation of attention-grabbing billboard advertisements.*

APR. 2014  
JUNE 2014

### **GRAPHIC DESIGN INTERN MURMUR CREATIVE, PORTLAND, OR**

*Collaborated closely with cross-functional teams to create and uphold consistent brand identities that resonated with target audiences through logo design, page layout, digital illustrations, and diverse print collateral.*

## EDUCATION

SEPT. 2009  
AUG. 2014

### **PORTLAND STATE UNIVERSITY PORTLAND, OR**

*Bachelor of Science in Graphic Design*